

Organizational Growth & Sustainability —Latino Style!

Developing culturally relevant recipes for Latino Engagement Initiatives

Prepared By: Jerry Campagna
The MOST Inc | 224.420.7936



Definition of Premier Provider:

Best in class... others acknowledge them as Thought Leader & model of excellence in their space.

*Where are we now...
Where do we wish to be?*

Premier
Provider

Great Provider

Good Provider

Latino Style!

Premier
Provider

Great Provider

Good Provider

Success Starts with The VIBE™

Our personal/organizational operating systems
have greater impact on realizing our goals than
we think...



Values
Intentions
Beliefs
Environment

TribeVIBE™... 360 Interactive Personality Profiles

A new perspective to more effectively synergize our talents as individuals and as a team

TribeVIBE™ is unique in the area of personality profiling systems in that the process involves both self-assessment and group interactions.

In less than a couple hours, individuals can quickly assess their natural talents and more effectively coordinate efforts with fellow team members and target audiences.

TribeVIBE™ ... Leverage Leadership and Organizational Resources ... NOW!

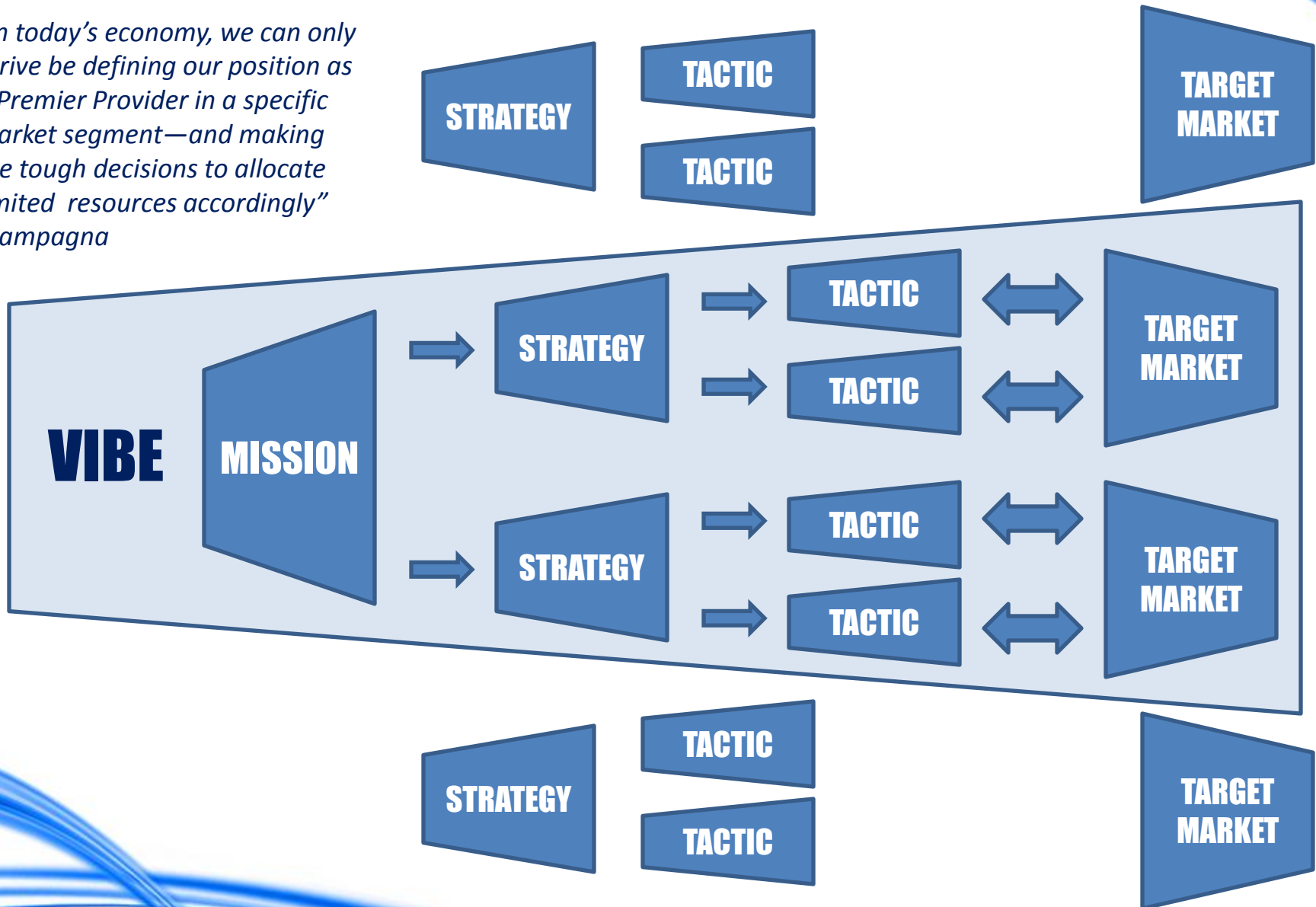
The Seer: Calculative
The Warrior: Competitive
The Healer: Compassionate
The Steward: Comprehensive



VIBE (Mission = Strategies X Tactics)

VIBE = Organizational Operating System & Core Intentions

"In today's economy, we can only thrive by defining our position as a Premier Provider in a specific market segment—and making the tough decisions to allocate limited resources accordingly"
-Campagna



Sample Client List—Latino Style:

"Jerry brought remarkable insight, experience, and expertise to the Executive classroom. I have applied his recommendations in my professional, entrepreneurial, and leadership pursuits. He has a one-in-a-million approach. Jerry talks; I listen. I can't wait until the next opportunity that I have to learn from Jerry. Innovative. Fresh. Game-changer."

-Mark Madrid

Houston Hispanic Chamber of Commerce

"Jerry's training is engaging and though provoking. He made me challenge my way of thinking breaking any "boxes" around me. I highly recommend his training for those seeking positive measurable strategies and catalytic change in your organization."

-Nelson Soler

Multicultural Entrepreneurial Institute

"Jerry consulted with the ALPFA Chicago Chapter Board of Directors to assist us with strategy planning and execution. His presentation and knowledge was extremely helpful and valuable to the team. I highly recommend Jerry and the service he provides."

-Chris Kleckner

Allstate Insurance

Jerry is hands down the most requested speaker at our Chamber Training Institute. His engaging and thought provoking presentations on Mission Driven Leadership Styles and Evolving Sustainable Growth Strategies have been well attended and highly rated by our chamber leaders. Jerry is not only knowledgeable in his field, but he understands the needs of a multi-cultural and diverse markets.

- Jennifer Tarazon

United States Hispanic Chamber of Commerce Foundation

- Levi Straus & Company
- ALPFA (Latinos In Finance & Accting)
- NAHP (Hispanic Publications)
- Reflejos Publications
- Arlington Park Racecourse
- Grand Victoria Casino
- Consumers Credit Union
- Harris Bank
- Harper Community College
- Roosevelt University
- AGUILA Leadership Program
- Boy Scouts & Girl Scouts
- Centro de Informacion (Social Services)
- Aurora Hispanic Chamber
- United States Hispanic Chamber

Jerry Campagna | 224.420.7936

JCampagna@theMOSTinc.com

www.linkedin.com/in/jerrycampagna

Why compose your next “concert” with Jerry?

- Over 20 years experience in developing target market engagement initiatives
- Recognized Latino Leader with over 100 published editorials and articles
- Trademarked organizational development process utilized with over 50 clients
- Co-Author of book Timeout! To Retreat, Review & Renew (w/ wife Phyllis)
- Notre Dame Adjunct Faculty, Nonprofit Executive Education, USHCC trainings



Jerry Campagna | 224.420.7936
JCampagna@themostinc.com
www.linkedin.com/in/jerrycampagna

Investing Now, And For The Future...

...With The MOST!

The MOST specializes in 3 areas of organizational development:

- 1) Organizational Capacity Building Modules (leadership development)
- 2) Target Marketment® Pilot Programs (proof of concepts)
- 3) Cross-Cultural Capacities Module (marketing focus)

These areas of expertise are offered in a variety of formats:

- 1) Keynote Speech
- 2) Half-Day Module
- 3) Full-Day Modules
- 4) Two –Day Modules
- 5) Target Marketment® Pilot Programs

** Workshops & Modules are most effective with workgroups of 30 people or less.
Does not include program materials, travel expenses, room rentals or food/beverages.*

To schedule an assessment session and customized proposal,

Please contact: **Jerry Campagna | President**
jcampagna@themostinc.com
224.420.7936

